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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-79. (cancelled).

80. (Currently amended) The method of ~~claim 79~~claim 109, wherein the first favorites menu comprises a first pull-down menu and the second favorites menu comprises a second pull-down menu that differs from the first pull-down menu ~~that differs from the first pull-down menu~~.

81. (Currently amended) The method of ~~claim 79~~claim 109, wherein the first favorites menu contains one or more links that enable access to the first content from a remote source, and the second favorites menu contains one or more links that enable access to the second content from a different remote source.

82. (Previously presented) The method of claim 81, wherein the remote source comprises a network services provider.

83. (Previously presented) The method of claim 81, wherein the first content comprises e-mail.

84. (Previously presented) The method of claim 81, wherein the first content comprises internet content.

85. (Previously presented) The method of claim 81, wherein the first content comprises a chat session.

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86. (Currently amended) The method of ~~claim 79~~claim 109, wherein the ~~demographic characteristic of the user~~ demographic groupings ~~comprise~~comprises ~~a~~ maturity level ~~of the user~~groupings.

87. (Currently amended) The method of claim 86, wherein the first demographic ~~characteristic~~ grouping comprises a child maturity level and the first favorites menu enables access to child appropriate content.

88. (Currently amended) The method of claim 87, wherein the second demographic ~~characteristic~~ grouping comprises an adult maturity level and the second favorites menu enables access to adult appropriate content.

89. (Currently amended) The method of ~~claim 79~~claim 109, wherein automatically making the selected first favorites menu perceivable comprises making the selected first favorites menu perceivable without manual selection by the ~~user of the selected favorites menu~~first child.

90-108. (canceled)

109. (New) A method of tailoring a user interface favorites menu for a user, the method comprising:

establishing a master screen name for a parent or guardian, the master screen name being associated with a network service provider account;

logging the parent or guardian into the network service provider account under the master screen name;

while the parent or guardian is logged into the network service provider account under the master screen name, receiving, from the parent or guardian:

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a first subordinate screen name for a first child of the parent or guardian, the first subordinate screen name being associated with the same network service provider account as the master screen name;

instructions to associate the first subordinate screen name with a first demographic grouping from among a list of demographic groupings;

a second subordinate screen name for a second child of the parent or guardian, the second subordinate screen name being associated with the same network service provider account as the master screen name and the first subordinate screen name; and

instructions to associate the second subordinate screen name with a second demographic grouping from among the list of demographic groupings;

associating the first subordinate screen name with the first demographic grouping, wherein the first demographic grouping designates a first favorites menu related to first content and configured to enable access to the first content by the first subordinate screen name having the first demographic grouping;

associating the second subordinate screen name with the second demographic grouping, wherein the second demographic grouping designates a second favorites menu related to second content and configured to enable access to the second content by the second subordinate screen name having the second demographic grouping, the second content being different from the first content;

receiving, from the first child and at the network service provider account, the first subordinate screen name;

in response to receiving the first subordinate screen name from the first child:

accessing the first demographic grouping associated with the first subordinate screen name;

based on the first demographic grouping associated with the first subordinate screen name, automatically selecting the first favorites menu from among a plurality of favorites menu that includes the first and second favorites menus;

automatically making the selected first favorites menu perceivable to the first child, the selected first favorites menu containing a first plurality of links, each link selectable to access particular content; and

enabling the first child to manually add links to the first plurality of links or remove links from the first plurality of links in the selected first favorites menu, wherein subsequent perception of the selected first favorites menus reveals a menu of favorites that includes added links and excludes removed links;

receiving, from the second child and at the network service provider account, the second subordinate screen name; and

in response to receiving the second subordinate screen name from the second child:

accessing the second demographic grouping associated with the second subordinate screen name;

based on the second demographic grouping associated with the second subordinate screen name, automatically selecting the second favorites menu from among the plurality of favorites menu;

automatically making the selected second favorites menu perceivable to the second child, the selected second favorites menu containing a second plurality of links that is different from the first plurality of links; and

enabling the second child to manually add links to the second plurality of links or remove links from the second plurality of links in the selected second favorites menu, wherein subsequent perception of the selected second favorites menus reveals a menu of favorites that includes added links and excludes removed links.

110. (New) The method of claim 109, wherein the list of demographic groupings comprises a list of different access levels to services provided by the network service provider account.

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111. (New) The method of claim 110, wherein the services comprise favorites menu services.

111. (New) The method of claim 109, wherein the first demographic grouping includes a grouping based on an age of the child.

112. (New) The method of claim 109, wherein the first demographic grouping includes a grouping based on a maturity level of the child.

113. (New) The method of claim 112, wherein the grouping based on the maturity level of the child includes a kids grouping.

114. (New) The method of claim 112, wherein the grouping based on the maturity level of the child includes a teenagers grouping.

115. (New) A computer implemented system for tailoring a user interface favorites menu for a user, the system comprising:

        means for establishing a master screen name for a parent or guardian, the master screen name being associated with a network service provider account;

        means for logging the parent or guardian into the network service provider account under the master screen name;

        while the parent or guardian is logged into the network service provider account under the master screen name, means for receiving, from the parent or guardian:

                a first subordinate screen name for a first child of the parent or guardian, the first subordinate screen name being associated with the same network service provider account as the master screen name;

                instructions to associate the first subordinate screen name with a first demographic grouping, from among a list of demographic groupings;

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a second subordinate screen name for a second child of the parent or guardian, the second subordinate screen name being associated with the same network service provider account as the master screen name and the first subordinate screen name; and

instructions to associate the second subordinate screen name with a second demographic grouping, from among the list of demographic groupings;

means for associating the first subordinate screen name with the first demographic grouping, wherein the first demographic grouping designates a first favorites menu related to first content and configured to enable access to the first content by the first subordinate screen name having the first demographic grouping;

means for associating the second subordinate screen name with the second demographic grouping, wherein the second demographic grouping designates a second favorites menu related to second content and configured to enable access to the second content by the second subordinate screen name having the second demographic grouping, the second content being different from the first content;

means for receiving, from the first child and at the network service provider account, the first subordinate screen name;

in response to receiving the first subordinate screen name from the first child:

means for accessing the first demographic grouping associated with the first subordinate screen name;

means for automatically selecting the first favorites menu from among a plurality of favorites menu that includes the first and second favorites menus based on the first demographic grouping associated with the first subordinate screen name;

means for automatically making the selected first favorites menu perceivable to the first child, the selected first favorites menu containing a first plurality of links, each link selectable to access particular content; and

means for enabling the first child to manually add links to the first plurality of links or remove links from the first plurality of links in the selected first favorites

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menu, wherein subsequent perception of the selected first favorites menus reveals a menu of favorites that includes added links and excludes removed links;

means for receiving, from the second child and at the network service provider account, the second subordinate screen name; and

in response to receiving the second subordinate screen name from the second child:

means for accessing the second demographic grouping associated with the second subordinate screen name;

means for automatically selecting the second favorites menu from among the plurality of favorites menu based on the second demographic grouping associated with the second subordinate screen name;

means for automatically making the selected second favorites menu perceivable to the second child, the selected second favorites menu containing a second plurality of links that is different from the first plurality of links; and

means for enabling the second child to manually add links to the second plurality of links or remove links from the second plurality of links in the selected second favorites menu, wherein subsequent perception of the selected second favorites menus reveals a menu of favorites that includes added links and excludes removed links.